

Message Text

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INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

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P 202344Z JUN 78
FM SECSTATE WASHDC
TO AMEMBASSY LONDON PRIORITY

UNCLAS STATE 156934

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: FY 1979 AND 80 PROMOTION EVENT SCHEDULES

1. FOLLOWING IS PLANNED FY 1979 AND 80 COMMERCE IMC PROMOTION EVENT SCHEDULES FOR THE UK AS OF THIS DATE FOR POST'S REVIEW AND COMMENT. SCHEDULE HAS BEEN DEVELOPED ON BASIS OF ANALYSIS OF MARKETING FACTORS INCLUDING PRIOR POST INPUT AND IS CONFLICT-FREE INsofar AS WE ARE AWARE. POST IS REQUESTED TO UNDERTAKE REVIEW OF THIS SCHEDULE AND TO CABLE OBSERVATIONS TO REACH WASHINGTON BY JUNE 30, 1978.

2. FY '79 EVENT SCHEDULE -

APRIL 23-27 - U.S. EXHIBITION IN THE INTERNATIONAL FIRE, SECURITY AND SAFETY EXHIBITION AND CONFERENCE, OLYMPIA HALL, LONDON.

MAY - MULTI-FIRM BSP IN IMC.
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JUNE - FAST FOOD HANDLING AND CATERING EQUIPMENT, SOLO EXHIBITION IN A LONDON HOTEL (TO BE DETERMINED).

CONCURRENTLY A MULTI-FIRM BSP IN A DIFFERENT THEME WILL BE STAGED IN THE IMC.

SEPTEMBER - FULL SCALE POLLUTION CONTROL INSTRUMENTATION
EXHIBITION IN THE IMC.

3. FY 80 EVENT SCHEDULE -

OCTOBER - TELECOMMUNICATIONS (IMC)

NOVEMBER 13-18 - INT'L FURNITURE SHOW

NATIONAL EXHIBITION CENTER, BIRMINGHAM (NEC)

DECEMBER - AVIONICS (IMC)

FEBRUARY 25-29 - ELECTRONIC COMPONENTS (IEA) (NEC)

MARCH 17-21 - PACKAGING EQUIPMENT (PAKEX) (NEC)

APRIL 14-18 - INT'L HEATING, VENTILATING AND AIR CONDITION-
ING EXHIBITION (HEVAC) (NEC)

JUNE - PROCESS CONTROLS (IMC)

SEPTEMBER - INTERNATIONAL PRINTING MACHINERY EXHIBITION
(NEC) VANCE

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